

Headline

[Background: Image]

Subhed

Photo of subject

Pull quote

Main text

Infobox

Call to action

Short headline

[Background: Image]

Chart or graph

Main text

Pull quote

Photo

Caption

Main text

Call to action, plus required text

The Meeting That Rescued Morale

The Landon restores faith for association's members

Photo of subject

"We weren't just booking a meeting place, we were also using the event to regain trust. And that's exactly what happened."

—Arlene Bonenkamp
Vice President for Outreach,
International Widget Association

Arlene Bonenkamp had a problem. As the Event Manager of the International Widget Association, she had to plan six conventions a year, on five continents. Things were going well until the hotel she booked for the European conference failed to deliver.

A Hotel Disaster Drives Away Members

"They just weren't ready for us," said Bonenkamp, who's now the organization's Vice President for Outreach. "The wifi didn't reach all the meeting rooms, we had trouble getting power to every booth on the expo floor, and the big dinner at the end was just a disaster. They were still renovating the banquet room, so we ended up in cramped little secondary room."

The hotel's failures left a bad taste for the group's European members, an important group that comprises 35 percent of the membership. Attendance fell sharply at the following year's event; Bonenkamp knew she'd have to come through with a venue that would really shine for the next year's conference in London. But with over a thousand options within city limits, how could she choose with confidence?

Company logo

- Founded in 1931
- 20,000 members, 7,000 in Europe
- 14 employees

Problem

Lower turnout at European meeting after hotel fiasco

Solution

Meeting at Landon Hotel

Results

Attendance increase by 40% over two years

Rescue your group's morale with a meeting at the Landon.
Contact Mina Gloucester at +44 (0)20 4961 0220, mina@landonhotel.com

Old-world charm, modern amenities

Chart or graph

Charm Seduces, but Details Seal the Deal

Inspiration came from an unexpected source: the recently married organization's Executive Director, who stayed at The Landon Hotel for her honeymoon. "It must have really impressed her," said Bonenkamp, "because she remembered it when we started talking about holding the European meeting in London."

And so she visited, on a tour that gave her a chance to compare the Landon with several other venues. She was immediately struck with its grandeur: "A lot of the places we looked at had everything we needed, but felt sterile: ordinary meeting rooms, completely forgettable," she said. "The Landon had a kind of graciousness that our members appreciated."

But despite the Victorian-era ornamentation and spaciousness, Bonenkamp worried that a lack of wifi and outlets would mar the experience -- and remind members of that earlier disaster. "But Conference Manager J.D. Patel walked us around during a conference and showed us things we hadn't noticed the first time," she said, "like the electrical outlets cleverly hidden in the desks. But really it was the staff that convinced us. They seemed relaxed, well-coordinated, well-staffed, and happy. So the mood was really good."

So Bonenkamp was convinced that the meeting space would work well. But there was still a problem: The hotel itself only has 25 guest rooms, and the convention expected hundreds of people from out of town. But Patel showed her how the Landon's mutual-cooperation agreement with several hotels would let her book all the nearby rooms she needed through a central office. Bonenkamp was satisfied. "Our gut told us that the Landon was the right place, and all the details backed it up," she said.

Members Return, and Then Some

But still Bonenkamp was anxious. Would the hotel come through? Would members appreciate the change?

The post-event survey showed her that she needn't have worried. According to Bonenkamp, "one member wrote that the meeting changed her vision not only of the organization, but of what the industry could be. I saved that card. It's on my office wall. I know she'll be back, and attendance for the next year's event was way up."

"The Landon had a kind of graciousness that our members appreciated"

Photo

Caption

Even an unfortunate accident, well-handled by the Landon Hotel staff, worked out in the organization's favor. "When one of our presenters twisted his ankle, the hotel rearranged that entire meeting room with wide aisles and a ramp to the stage so his session would go well," Bonenkamp said. "And you know, he's become a real supporter of the current administration."

So two years after the earlier hotel disaster, The Landon Hotel provided more than just rooms; it improved the morale and strength of the International Widget Association. As Bonenkamp said, "We weren't just taking a meeting place, we were also using the event to regain trust. And that's exactly what happened."

Thrill attendees with a meeting at The Landon.
Call Mina Gloucester at +44 (0)20 4961 0220 today.

Copyright The Landon Hotel. All rights reserved. This document does not constitute an offer. Reasonable attempts have been made to insure accuracy of assertions; however, errors occur. The Landon Hotel will not be responsible for third-party actions that may result from representations herein.

The Meeting That Rescued Morale

The Landon restores faith for association's members



"We weren't just booking a meeting place, we were also using the event to regain trust. And that's exactly what happened."

—Arlene Bonenkamp
Vice President for Outreach,
International Widget Association

Arlene Bonenkamp had a problem. As the Event Manager of the International Widget Association, she had to plan six conventions a year, on five continents. Things were going well until the hotel she booked for the European conference failed to deliver.

A Hotel Disaster Drives Away Members

"They just weren't ready for us," said Bonenkamp, who's now the organization's Vice President for Outreach. "The wifi didn't reach all the meeting rooms, we had trouble getting power to every booth on the expo floor, and the big dinner at the end was just a disaster. They were still renovating the banquet room, so we ended up in cramped little secondary room."

The hotel's failures left a bad taste for the group's European members, an important group that comprises 35 percent of the membership. Attendance fell sharply at the following year's event; Bonenkamp knew she'd have to come through with a venue that would really shine for the next year's conference in London. But with over a thousand options within city limits, how could she choose with confidence?

Company logo

- Founded in 1931
- 20,000 members, 7,000 in Europe
- 14 employees

Problem

Lower turnout at European meeting after hotel fiasco

Solution

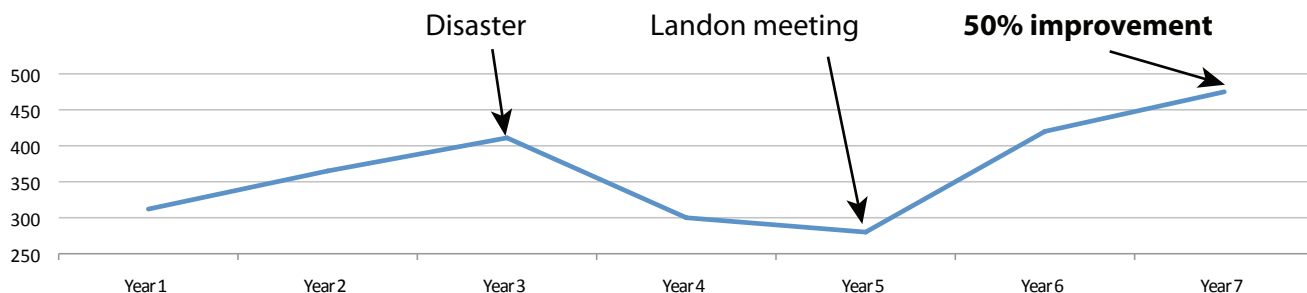
Meeting at Landon Hotel

Results

Attendance increase by 40% over two years

Rescue your group's morale with a meeting at the Landon.
Contact Mina Gloucester at +44 (0)20 4961 0220, mina@landonhotel.com

Old-world charm, modern amenities



Charm Seduces, but Details Seal the Deal

Inspiration came from an unexpected source: the recently married organization's Executive Director, who stayed at The Landon Hotel for her honeymoon. "It must have really impressed her," said Bonenkamp, "because she remembered it when we started talking about holding the European meeting in London."

And so she visited, on a tour that gave her a chance to compare the Landon with several other venues. She was immediately struck with its grandeur: "A lot of the places we looked at had everything we needed, but felt sterile: ordinary meeting rooms, completely forgettable," she said. "The Landon had a kind of graciousness that our members appreciated."

But despite the Victorian-era ornamentation and spaciousness, Bonenkamp worried that a lack of wifi and outlets would mar the experience -- and remind members of that earlier disaster. "But Conference Manager J.D. Patel walked us around during a conference and showed us things we hadn't noticed the first time," she said, "like the electrical outlets cleverly hidden in the desks. But really it was the staff that convinced us. They seemed relaxed, well-coordinated, well-staffed, and happy. So the mood was really good."

So Bonenkamp was convinced that the meeting space would work well. But there was still a problem: The hotel itself only has 25 guest rooms, and the convention expected hundreds of people from out of town. But Patel showed her how the Landon's mutual-cooperation agreement with several hotels would let her book all the nearby rooms she needed through a central office. Bonenkamp was satisfied. "Our gut told us that the Landon was the right place, and all the details backed it up," she said.

Members Return, and Then Some

But still Bonenkamp was anxious. Would the hotel come through? Would members appreciate the change?

The post-event survey showed her that she needn't have worried. According to Bonenkamp, "one member wrote that the meeting changed her vision not only of the organization, but of what the industry could be. I saved that card. It's on my office wall. I know she'll be back, and attendance for the next year's event was way up."

"The Landon had a kind of graciousness that our members appreciated"



Landon Hotel elegance, evident in even the smallest meeting spaces.

Even an unfortunate accident, well-handled by the Landon Hotel staff, worked out in the organization's favor. "When one of our presenters twisted his ankle, the hotel rearranged that entire meeting room with wide aisles and a ramp to the stage so his session would go well," Bonenkamp said. "And you know, he's become a real supporter of the current administration."

So two years after the earlier hotel disaster, The Landon Hotel provided more than just rooms; it improved the morale and strength of the International Widget Association. As Bonenkamp said, "We weren't just taking a meeting place, we were also using the event to regain trust. And that's exactly what happened."

Thrill attendees with a meeting at The Landon.
Call Mina Gloucester at +44 (0)20 4961 0220 today.

Copyright The Landon Hotel. All rights reserved. This document does not constitute an offer. Reasonable attempts have been made to insure accuracy of assertions; however, errors occur. The Landon Hotel will not be responsible for third-party actions that may result from representations herein.